

IBI plan

page 11

In addition to the action strategies listed for key catalyst projects on the previous page, the following list of next steps are pivotal in ensuring that a comprehensive set of strategies are pursued rather than a piecemeal approach in implementing the plan.

Adopt the Redevelopment Plan Update

Extend the Lake City CRA redevelopment program for an additional 30 years in order to successfully implement the capital improvement program recommended in the Redevelopment Plan.

Continue to promote the Lake City CRA (Inclusive of the downtown) through the support of festivals, exhibits, performances and other special events designed to attract residents and visitors to the downtown.

Strengthen relationships with the Shands at Lake Shore, Florida Gateway College, Columbia County and other government jurisdictions that are key players in implementing and maintaining identified projects and programs.

Prepare a grant feasibility study for public projects including: roads, utilities, streetscapes, parks, and law enforcement, particularly targeting potential projects eligible to receive funding through federal government funding programs.

Establish and strengthen relationships with local, state and federal representatives to develop coordinated strategies for obtaining funding and support to implement key projects and programs in the redevelopment area.

Develop one, three, and five-year work programs for budgetary and administrative purposes. Contact affected property owners to determine their level of interest in participating in proposed redevelopment activities.

Prepare a downtown parking location map and install clear signage to designated parking areas.

-----  
pg 27

## PROGRAM MANAGEMENT AND IMPLEMENTATION

The Mayor and City Council Members and the CRA Advisory Board are the leaders of the redevelopment program and must assume this role with vitality and enthusiasm. City leaders and staff members must support the program^ activities and provide a well-devised management system to carry out the Redevelopment Plan. They will be responsible for establishing the administrative, financial and programmatic mechanisms necessary to achieve the goals and objectives of the Downtown Redevelopment Plan. They should establish policies that support the

principles described in this Plan and concentrate on the following actions throughout the redevelopment process.

**CITY COUNCIL/AGENCY BOARD/STAFF**

- Provide commitment of public policy and resources for the redevelopment effort.
- Support the redevelopment mission and insure implementation of scheduled projects.
- Commit to making the necessary public improvements identified in the Plan.
- Provide necessary staffing and administrative support to properly implement the [Redevelopment Plan].
- Adopt development controls and incentives to promote high-quality private development. This may include streamlining the development review process to minimize the time involved in the approval process, providing zoning incentives, site and architectural design guidelines, providing additional public facilities (library, community center, recreation facilities), and coordinating capital improvement programs.
- Prioritize and develop detailed programs for projects to implement major strategies illustrated in the Redevelopment Plan including- phasing, project financing, land acquisition, land disposition, funding sources and financing.
- Contact affected property owners to determine their level of interest in participating in proposed redevelopment activities.
- Support residential renovation and rehabilitation programs through the use of grant funding such as SHIR CDBG, HOME, and TIF. (See Appendix E for additional funding sources).
- Increase awareness of funding resources and program initiatives available to residents interested in improving their property as means to increasing home ownership and property values.
- Conduct traffic analysis and market feasibility studies to assess the impact of proposed projects in surrounding areas.
- Initiate discussions with Columbia County to coordinate joint improvement projects planned for the unincorporated County owned areas and proposed corridor improvements within the Redevelopment Area

-----  
**Private Sector**

Contact affected property owners to determine their level of interest in participating in proposed redevelopment activities.

Formulate policies and procedures for developer solicitation and form basic public/private development agreements to enable strategic development on selected projects.

**Promotion and Communication**

The Agency, staff and Advisory Committee should work with area residents, property owners, and businesses to establish channels of communication that foster support for the redevelopment effort and facilitate program implementation. Staff should provide public information concerning all aspects of the redevelopment program throughout the process using venues such as newsletters, radio, television, newspapers and the Internet as well as presentations to neighborhood and civic organization meetings to generate public support.

**Development Incentives**

To further stimulate private investment the City can provide development incentives through various means, including: facade, landscape, signage or property improvement grants; payment of impact fees; provision of site specific infrastructure improvements to address any deficiencies; participation in environmental clean-up of contaminated sites, flexibility in the application of use restrictions and increasing intensity of site use, flexible parking regulations, grants or low interest loans for life safety improvements; joint business support ventures such as district business identification signage or centralized marketing strategies.

-----  
pg. 52

**Action Strategies**

Develop and adopt an incentive package to encourage new development in downtown. Incentives could include density bonuses, obtaining an area-wide stormwater permit, or expedited development approval process for properties in the redevelopment area.